



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser
Agency/T-Code
Buyer
Salesperson

Pol/Iss/American Crossroads (13324)
Crossroads Media (1218)/055317791
MILHOAN, EMILY
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political - Issue (1068)
AMERICAN CROSSROADS (109861)
National/Political
691/06228187

Invoice 635316
Inv Date 9/30/2012
Terms Net 30
Contract 321462
Bill Type Standard
Period 8/27/2012 - 9/30/2012

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

AMERICAN CROSSROADS
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal
Package
Gen. Date 10/1/2012 4:50:40PM

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

AgM

OFFICIAL BILLING INVOICE

Orlando (WFTV)

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	5:00:00AM- 5:30:00	Day, M-1	09/24/12 5:27AM (Mo)	00:30	USPRTV18ACH	\$850.00	
2.0	Spot	5:00:00AM- 5:30:00	Day, Tu-1	09/18/12 5:14AM (Tu)	00:30	USPRTV18ACH	\$850.00	
3.0	Spot	5:00:00AM- 5:30:00	Day, W-1	09/26/12 5:22AM (We)	00:30	USPRTV18ACH	\$850.00	
4.0	Spot	5:30:00AM- 6:00:00	Day, W-1	09/19/12 5:29AM (We)	00:30	USPRTV18ACH	\$1100.00	
5.0	Spot	5:30:00AM- 6:00:00	Day, F-1	09/21/12 5:28AM (Fr)	00:30	USPRTV18ACH	\$1100.00	
6.0	Spot	5:30:00AM- 6:00:00	Day, Tu-1	09/25/12 5:52AM (Tu)	00:30	USPRTV18ACH	\$1100.00	
7.0	Spot	5:30:00AM- 6:00:00	Day, Th-1	09/27/12 5:52AM (Th)	00:30	USPRTV18ACH	\$1100.00	
8.0	Spot	6:00:00AM- 7:00:00	Day, M-1	09/24/12 6:27AM (Mo)	00:30	USPRTV18ACH	\$2250.00	
9.0	Spot	6:00:00AM- 7:00:00	Day, Th-1	09/20/12 6:55AM (Th)	00:30	USPRTV18ACH	\$2250.00	
10.0	Spot	6:00:00AM- 7:00:00	Day, W-1	09/26/12 6:44AM (We)	00:30	USPRTV18ACH	\$2250.00	
11.0	Spot	7:00:00AM- 9:00:00	Day, M-1	09/24/12 8:53AM (Mo)	00:30	USPRTV18ACH	\$2250.00	
13.0	Spot	7:00:00AM- 9:00:00	Day, Th-1	09/20/12 8:41AM (Th)	00:30	USPRTV18ACH	\$2250.00	
14.0	Spot	7:00:00AM- 9:00:00	Day, Tu-1	09/25/12 7:58AM (Tu)	00:30	USPRTV18ACH	\$2250.00	
15.0	Spot	7:00:00AM- 9:00:00	Day, W-1	09/26/12 8:29AM (We)	00:30	USPRTV18ACH	\$2250.00	
16.0	Spot	7:00:00AM- 9:00:00	Day, Th-1	09/27/12 8:50AM (Th)	00:30	USPRTV18ACH	\$1000.00	
19.0	Spot	11:00:00AM- 12:00:00	Day, Tu-1	09/25/12 10:58AM (Tu)	00:30	USPRTV18ACH	\$1000.00	
21.0	Spot	12:00:00PM- 1:00:00	Day, Tu-1	09/18/12 12:29PM (Tu)	00:30	USPRTV18ACH	\$1000.00	
22.0	Spot	12:00:00PM- 1:00:00	Day, W-1	09/26/12 12:11PM (We)	00:30	USPRTV18ACH	\$2250.00	
23.0	Spot	5:00:00PM- 6:00:00	Day, W-1	09/19/12 5:22PM (We)	00:30	USPRTV18ACH	\$2250.00	
24.0	Spot	5:00:00PM- 6:00:00	Day, Tu-1	09/25/12 5:52PM (Tu)	00:30	USPRTV18ACH	\$3000.00	
25.0	Spot	6:00:00PM- 7:00:00	Day, M-1	09/24/12 6:13PM (Mo)	00:30	USPRTV18ACH	\$3000.00	
26.0	Spot	6:00:00PM- 7:00:00	Day, Tu-1	09/18/12 6:24PM (Tu)	00:30	USPRTV18ACH	\$3000.00	
27.0	Spot	6:00:00PM- 7:00:00	Day, W-1	09/19/12 6:00PM (We)	00:30	USPRTV18ACH	\$3000.00	
28.0	Spot	6:00:00PM- 7:00:00	Day, Th-1	09/20/12 6:00PM (Th)	00:30	USPRTV18ACH	\$3000.00	
29.0	Spot	6:00:00PM- 7:00:00	Day, F-1	09/21/12 6:28PM (Fr)	00:30	USPRTV18ACH	\$3000.00	
30.0	Spot	6:00:00PM- 7:00:00	Day, Tu-1	09/25/12 6:00PM (Tu)	00:30	USPRTV18ACH	\$3000.00	
31.0	Spot	6:00:00PM- 7:00:00	Day, W-1	09/26/12 6:00PM (We)	00:30	USPRTV18ACH	\$3000.00	
32.0	Spot	6:00:00PM- 7:00:00	Day, Th-1	09/27/12 6:22PM (Th)	00:30	USPRTV18ACH	\$3000.00	
33.0	Spot	7:00:00PM- 7:30:00	Day, M-1	09/24/12 7:12PM (Mo)	00:30	USPRTV18ACH	\$3600.00	
34.0	Spot	7:00:00PM- 7:30:00	Day, Tu-1	09/18/12 7:05PM (Tu)	00:30	USPRTV18ACH	\$3600.00	
35.0	Spot	7:00:00PM- 7:30:00	Day, Th-1	09/20/12 7:13PM (Th)	00:30	USPRTV18ACH	\$3600.00	
36.0	Spot	7:00:00PM- 7:30:00	Day, W-1	09/26/12 7:24PM (We)	00:30	USPRTV18ACH	\$3600.00	
37.0	Spot	7:30:00PM- 8:00:00	Day, W-1	09/19/12 7:44PM (We)	00:30	USPRTV18ACH	\$3600.00	
38.0	Spot	7:30:00PM- 8:00:00	Day, F-1	09/21/12 7:46PM (Fr)	00:30	USPRTV18ACH	\$3600.00	
39.0	Spot	7:30:00PM- 8:00:00	Day, Tu-1	09/25/12 7:41PM (Tu)	00:30	USPRTV18ACH	\$3600.00	
40.0	Spot	7:30:00PM- 8:00:00	Day, Th-1	09/27/12 7:37PM (Th)	00:30	USPRTV18ACH	\$2800.00	
41.0	Spot	11:00:00PM- 11:35:00	Day, Tu-1	09/18/12 11:27PM (Tu)	00:30	USPRTV18ACH	\$2800.00	
42.0	Spot	11:00:00PM- 11:35:00	Day, W-1	09/26/12 11:22PM (We)	00:30	USPRTV18ACH	\$800.00	
44.1	Spot	12:05:00AM- 12:35:00	Day, F-1	09/21/12 12:32AM (Fr)	00:30	USPRTV18ACH		



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45.0	Spot	11:35:00PM-12:05:00	Day,Tu-1	09/25/12 11:44PM (Tu)	00:30	USPRTV18ACH	\$800.00	
47.0	Spot	9:00:00AM-10:00:00	Day,Sa-1	09/22/12 9:29AM (Sa)	00:30	USPRTV18ACH	\$1800.00	
48.0	Spot	6:00:00AM- 9:00:00	Day,Su-1	09/23/12 6:43AM (Su)	00:30	USPRTV18ACH	\$1000.00	
49.0	Spot	6:00:00PM- 6:30:00	Day,Su-1	09/23/12 6:14PM (Su)	00:30	USPRTV18ACH	\$1700.00	
50.0	Spot	7:00:00PM- 8:00:00	Day,Su-1	09/23/12 6:59PM (Su)	00:30	USPRTV18ACH	\$3500.00	
51.0	Spot	11:00:00AM-12:00:00	Per week (1),Su	09/23/12 11:59AM (Su)	00:30	USPRTV18ACH	\$1800.00	M/G For 17.0.1
52.0	Spot	7:00:00AM- 9:00:00	Day,Tu-1	09/25/12 7:43AM (Tu)	00:30	USPRTV18ACH	\$2250.00	M/G For 12.0.1
53.0	Spot	6:00:00AM- 9:00:00	Day,Su-1	09/23/12 6:24AM (Su)	00:30	USPRTV18ACH	\$1000.00	M/G For 18.0.1

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$105,500.00
Commission	(\$15,825.00)
Net Total	\$89,675.00

Total Spots 47

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.